

*Gifts for All Occasions*

BACK-TO-SCHOOL  
CHRISTMAS  
BIRTHDAYS  
ANNIVERSARIES  
WEDDINGS  
CONFIRMATIONS  
MOTHER'S AND  
FATHER'S DAY  
GRADUATIONS  
AND TRAVEL  
VALENTINES  
AND EASTER

**SHEAFFER'S**

PENS • PENCILS • DESK SETS • SKRIP • SKRIP-GRIP • PARA-LASTIK

# AMERICA'S PREMIER GIFT MERCHANDISE

COMBINING BEAUTY, UTILITY,  
ENDURANCE  
PRIDE OF POSSESSION,  
JOY IN GIVING

A great many people have been making a mistake about gift giving. They give many gifts in the course of the year, and quite naturally they want those gifts to be the finest of their kind. But—and here is the mistake—they assume that the finest gift of its kind is necessarily expensive, too costly for their purpose. And so they choose something less than the finest, and thereby decrease the joy both of giving and receiving.

However, there are hundreds of thousands who have discovered that—THE FINEST PEN THE WORLD AFFORDS, LIFETIME FEATHERTOUCH, IS NOT A COSTLY GIFT.

Sheaffer's Lifetime Feathertouch pen is unique among gifts. It is the finest gift of its kind, the finest pen on earth. A thing of beauty, it is literally a joy forever because it is guaranteed for the lifetime of its owner, as the "White Dot" proudly proclaims.

Yet, compared to other fine gifts, many of them destined to be laid aside quickly, it can hardly be called expensive. It is a grave mistake to suppress the joy of giving and receiving the finest, when that can be had so reasonably in Sheaffer's.

## SHEAFFER'S SALES SUCCESS EXPLAINED

Here you have the reason why Sheaffer's, a 26-year-old company, has long since achieved absolute leadership in the pen industry. For today, as always, dealers and public alike respond to sound goods of highest quality, rightly priced, and backed by the policies and the advertising that insure volume sales, fair profit, good wages, and satisfied customers.

Sheaffer's adheres to the idea that writing tools should be made for writing. Therefore, Sheaffer never has sponsored a gadget, a novelty intended to boost sales temporarily. Every change made by Sheaffer's has increased the usefulness and comfort of writing instruments.

Sheaffer's introduced the one-stroke lever filler and one-stroke vacuum filler, the secure

screw cap that replaced the insecure slip-cap; unbreakable Radite holders that made perishable hard rubber obsolete; streamlined Balance design that did away with cap top-heaviness and banished finger cramp; the Lifetime Guarantee, the Feathertouch point that writes fine or regular (this velvety, gold-and-iridium point has platinum INSIDE the tiny pen slit); the FLO-RITE feed that insures instant writing and adjusts the fluid flow to every handwriting speed; the clip that holds securely, releases easily, and doesn't tear pockets; the Dry-Proof desk set with point that stays ready-to-write indefinitely; the Propel-Repel-Expel pencil; and the first great pencil writing improvement in a quarter century—the FINELINE pencil, having strong DOUBLE-LENGTH THIN leads with 39% smaller writing point, and hence is PERMANENTLY sharp. Unless a writing set contains FINELINE, it is not modern.

## PROFIT TRACES TO VALUE

For many dealers, Sheaffer pens earn more per foot of floor space, for wages and profits, than any other line they carry. The reasons are: Sheaffer's quality and price, Sheaffer's protective dealer policies, Sheaffer's satisfaction to customers and Sheaffer's ceaseless full-color, full-page special position national gift advertising in magazines and newspapers.

Read Sheaffer's booklet, "Fountain Pen Selling Facts." It proves Sheaffer's value by DIRECT COMPARISON with the rest. This shows why the Lifetime pen, identified by the White Dot, is the best for the dealer to handle, and for the customer to buy and give—why the Sheaffer line marks any store as pen headquarters in its community. Read also "The Merit System" and "How to Make Yourself More Valuable in the Selling Profession." A postcard to Sheaffer will bring you all three.

NOTE: This catalog is dated August 1, 1939. For obvious reasons all prices and specifications herein are subject to change without notice.

## W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA, U. S. A.

NEW YORK

CHICAGO

SAN FRANCISCO

THERE IS ONLY ONE LIFETIME PEN—SHEAFFER'S. THE WHITE DOT IDENTIFIES IT AS THE WORLD'S FINEST—PRICED FOR EVERY GIFT BUDGET

# LIFETIME GIFTS IN ENDURING GOLD

**INHERENT BEAUTY  
ENHANCED WITH  
PRECIOUS METAL**

**CREST  
LIFETIME  
FEATHERTOUCH  
\$13.75**

Regal splendor, combined with lifelong usefulness, and cased for presentation in genuine leather—that is Sheaffer's Masterpiece Ensemble with pen and pencil of genuine 14K gold throughout. It is as well the only truly modern set. For in addition to the only Lifetime Feathertouch pen, it contains the new Finline pencil.

**LADY CREST  
LIFETIME  
FEATHERTOUCH  
\$12.75**

Gold where it shows while being worn, Radite where fingers touch, with visible fluid supply and Lifetime guarantee—CREST combines jewelry craftsmanship with finest pen engineering. One of America's foremost gift selections. Caps are 14K gold filled.

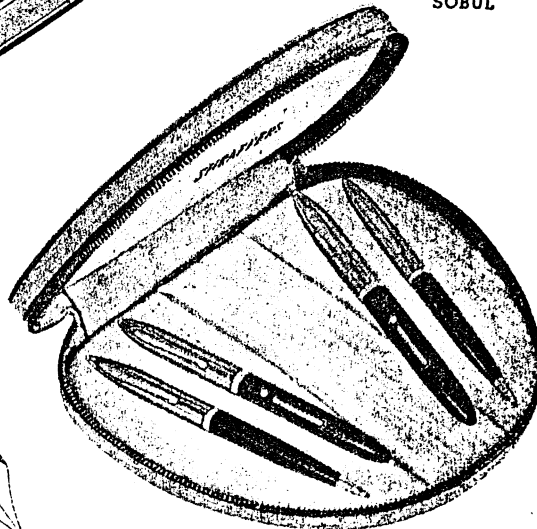
**CREST ENSEMBLE  
\$19.75  
LADY CREST  
ENSEMBLE \$17.75**



**MASTERPIECE  
ENSEMBLE \$125.00**

**MASTERPIECE LIFETIME**  
Matched Ensemble \$125.00 List

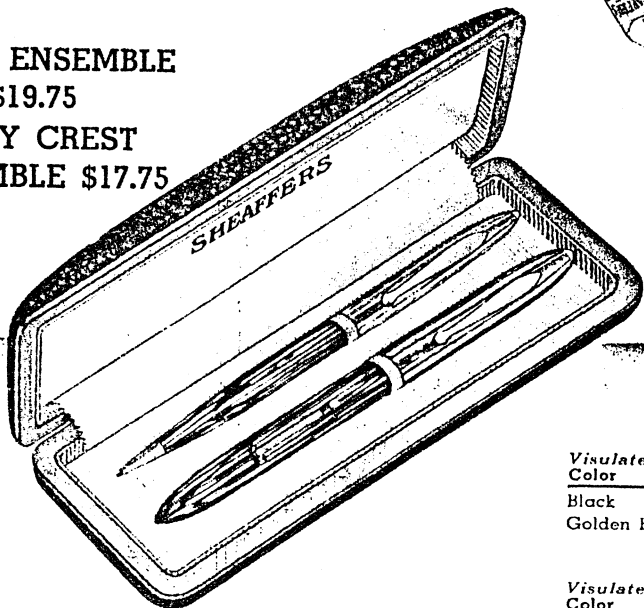
(Lever Style)	\$80.00 List Pen Code	\$45.00 List Pencil Code
Chased (As illustrated)	SOBAC	SOBOL
Plain, No Chasing	SOBAP	SOBEL
Ensemble Codes:	CHASED, SOBUL	SOBLAIN, SOBYL



**CREST ENSEMBLE FOR  
BRIDE AND GROOM \$39.50**

Wholly unique in the field of "too-much-alike" wedding gifts is the matched double set. Each pen suited in size to the user's hand, and "pledged for a Lifetime," as are the happy pair themselves!

Contains CREST and LADY CREST sets. Code: NAYDA. Also available with LADY SHEAFFER and PREMIER LIFETIME sets. Code: NAYEL. \$30.00.



**CREST LIFETIME FEATHERTOUCH**

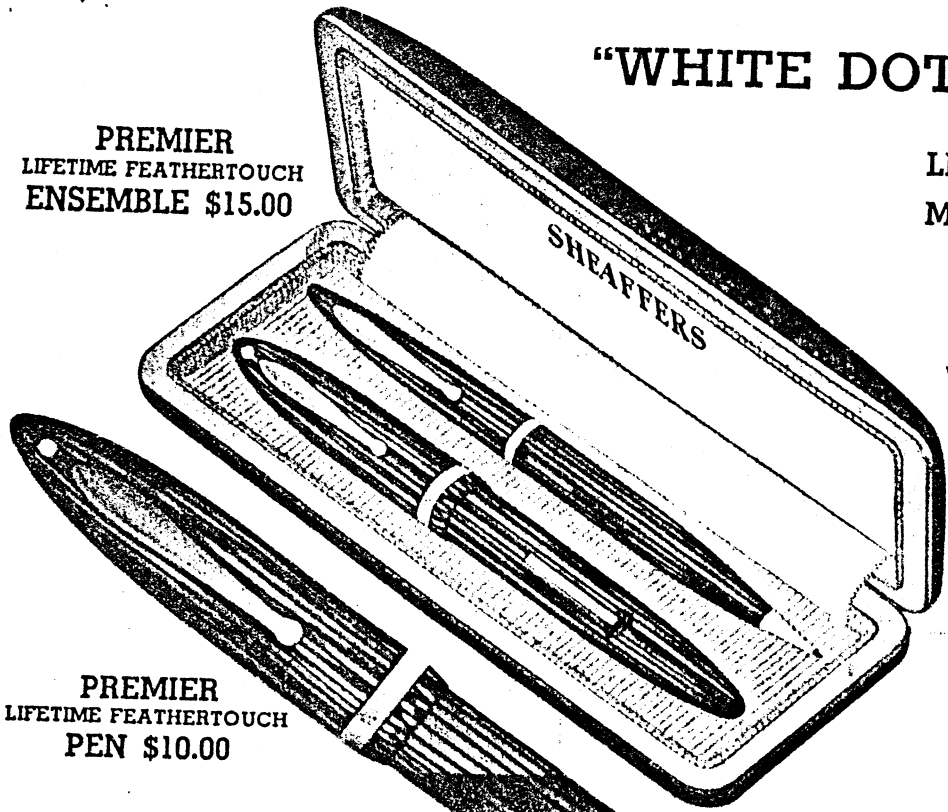
Visulated—(Lever Style) Color	\$19.75 List Ensemble Code	\$13.75 List Pen Code	\$6.00 List Pencil Code
Black	SODPO	SODRU	SODSY
Golden Brown	SOFMU	SOFRA	SOFTI

**LADY CREST LIFETIME FEATHERTOUCH**

Visulated—(Lever Style) Color	\$17.75 List Ensemble Code	\$12.75 List Pen Code	\$5.00 List Pencil Code
Black	SOGKI	SOGBA	SOGDO
Golden Brown	SOGLY	SOGCE	SOGFU

# "WHITE DOT" GIFTS FOR MEN

**PREMIER  
LIFETIME FEATHERTOUCH  
ENSEMBLE \$15.00**



**PREMIER  
LIFETIME FEATHERTOUCH  
PEN \$10.00**

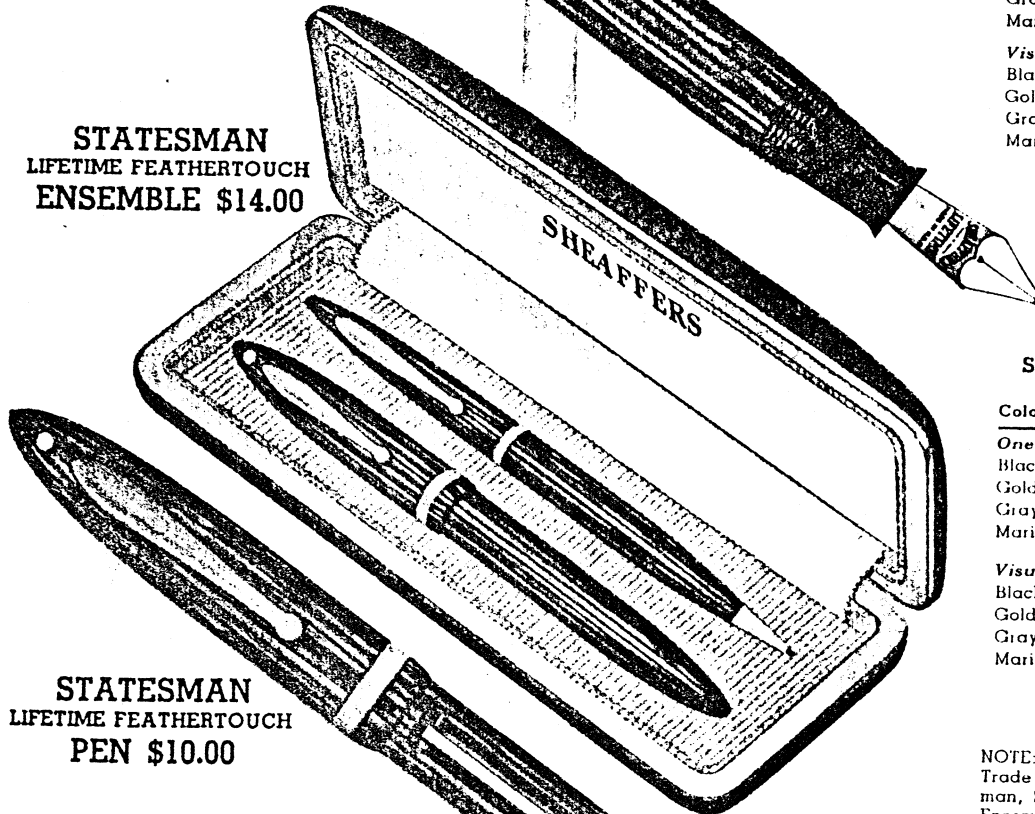
## LIFETIME FEATHERTOUCH PENS MATCHED WITH FINELINE PENCILS

Sheaffer alone offers Lifetime pen gifts each guaranteed for its owner's lifetime. Sheaffer alone offers glass-smooth Feathertouch pen points. And Sheaffer alone offers the only really modern gift ensembles, for these writing sets contain Fineline pencils, first great pencil writing advance in a quarter century. Fineline thin lead is strong, double-length, with 39% smaller writing point, therefore PERMANENTLY sharp. Lifetime Feathertouch pens and Fineline pencils make the most modern gift ensembles, regally encased in DeLuxe presentation boxes.

### PREMIER LIFETIME FEATHERTOUCH

Color	List \$15.00	List \$10.00	List \$5.00
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	WUBUB	WABUB	BALAK
Golden Brown	KALFA	KABLA	KADIS
Gray Pearl	RIDCO	RESFI	RITKE
Marine Green	EKEHZ	EBEXF	EFADC
<i>Visulated—(Lever Style)</i>			
Black	LABAB	BALAP	BALAK
Golden Brown	KAMBU	KABAV	KADIS
Gray Pearl	RIKVA	REZBY	RITKE
Marine Green	EHOTV	EBAZD	EFADC

**STATESMAN  
LIFETIME FEATHERTOUCH  
ENSEMBLE \$14.00**



**STATESMAN  
LIFETIME FEATHERTOUCH  
PEN \$10.00**

### STATESMAN LIFETIME FEATHERTOUCH

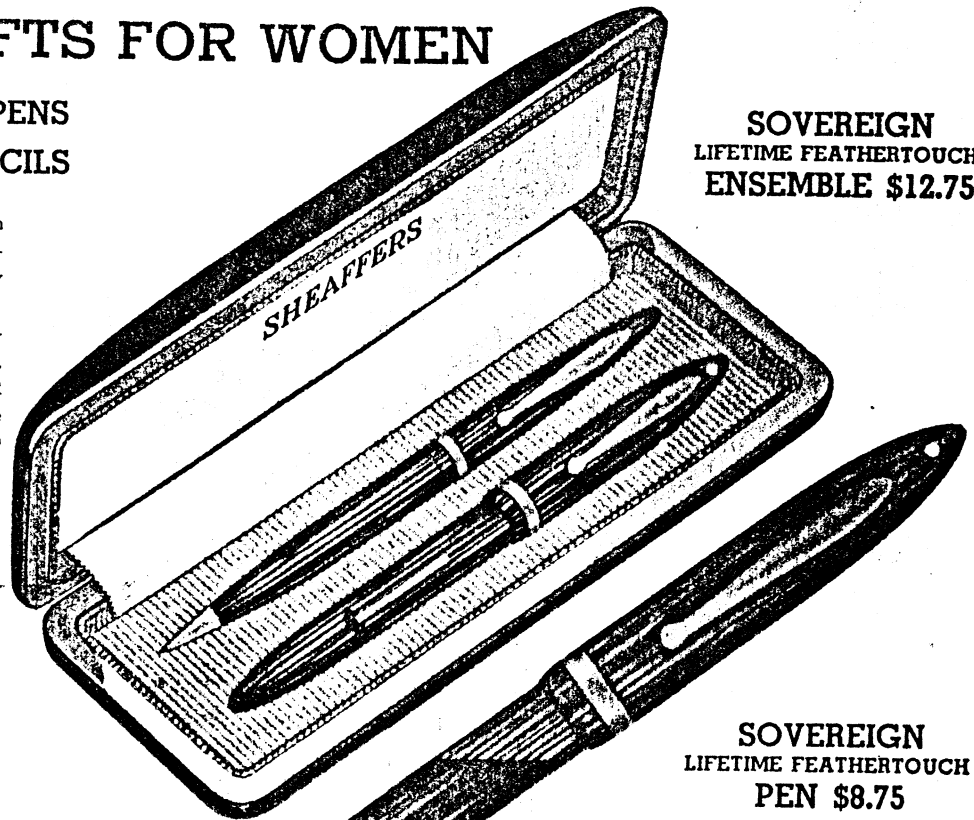
Color	List \$14.00	List \$10.00	List \$4.00
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	WUMYB	WADAB	BALCO
Golden Brown	KALAS	KABRI	KADUB
Gray Pearl	RICKI	REGER	RISLA
Marine Green	EKIGD	EBOVH	EFECF
<i>Visulated—(Lever Style)</i>			
Black	LABEB	BALDO	BALCO
Golden Brown	KAMYR	KABES	KADUB
Gray Pearl	RIGZY	REVCU	RISLA
Marine Green	EHULW	EBIWG	EFECF

NOTE: It will be permissible under Sheaffer's Fair Trade listing for the dealer to offer Premier, Statesman, Sovereign, Lady Sheaffer, Admiral and Milady Ensembles to "personal use" customers over the counter at a one dollar saving where no gift packing of any sort is included. Sheaffer will replace sets so sold to the dealer at a one dollar list saving with the understanding they will be placed in the gift packing retained by the dealer from such sales.

# "WHITE DOT" GIFTS FOR WOMEN

## LIFETIME FEATHERTOUCH PENS MATCHED WITH FINELINE PENCILS

Women the nation over acclaim the modern beauty of Sheaffer's streamlined Balance design, gorgeously gift-packaged in the newly designed ladies' gift case. Quick to sense the supreme expression of sentiment, they appreciate the "White Dot" Lifetime Guarantee, lifelong reminder of the giver. And what woman doesn't prize "the latest"? That's the velvety Lifetime Feathertouch pen, MATCHED WITH THE NEW FINELINE PENCIL.



**SOVEREIGN  
LIFETIME FEATHERTOUCH  
ENSEMBLE \$12.75**

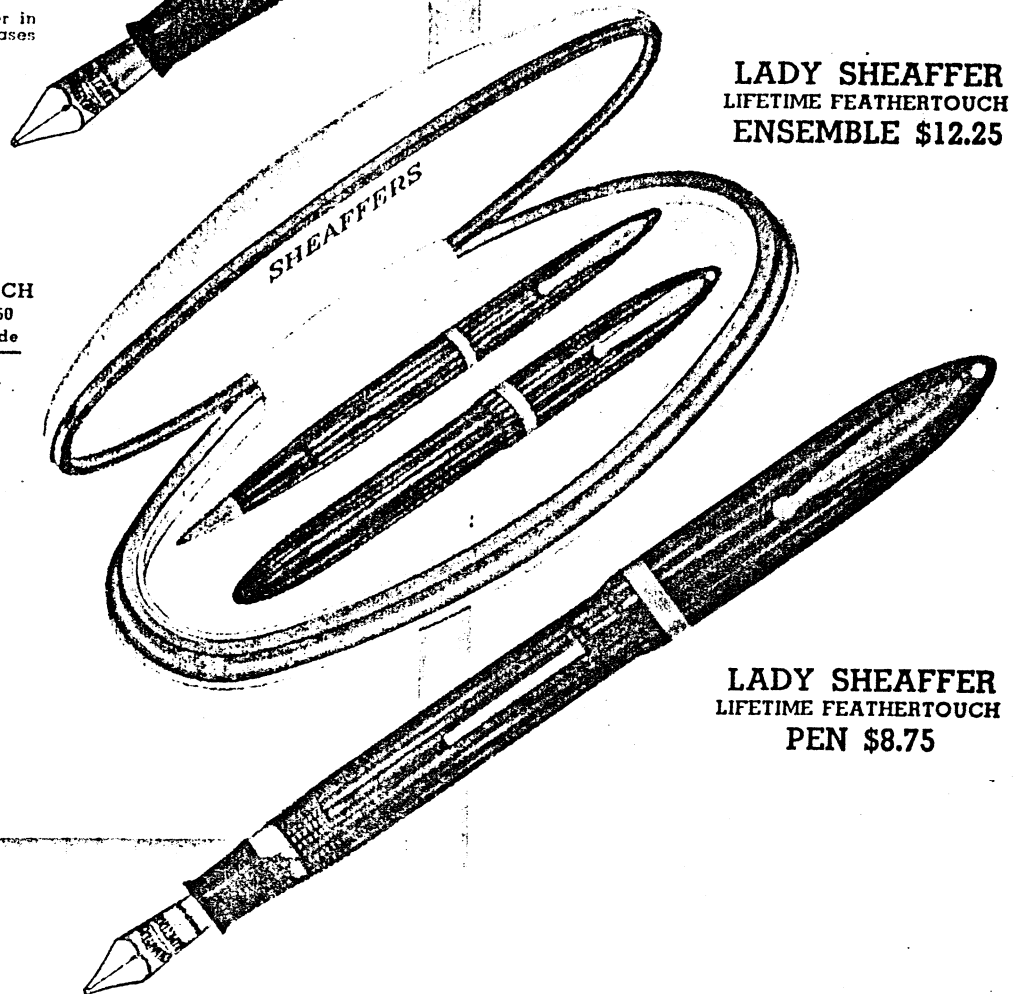
**SOVEREIGN  
LIFETIME FEATHERTOUCH  
PEN \$8.75**

### SOVEREIGN LIFETIME FEATHERTOUCH

Color	List \$12.75	List \$8.75	List \$4.00
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	DODAB	DOBOG	BALCO
Golden Brown	KALEB	KABOM	KADUB
Gray Pearl	RUBIM	RENLY	RISLA
Marine Green	EKUDF	EGEVL	EFEFC

<i>VisulATED--(Lever Style)</i>			
Black	DOCAN	DOBAC	BALCO
Golden Brown	KALOV	KABJI	KADUB
Gray Pearl	RIBDE	REPKA	RISLA
Marine Green	EKOFB	EBUTJ	EFEFC

NOTE: Sovereign Ensembles are available either in Men's gift cases as shown, or in Ladies' gift cases similar to Lady Sheaffer Ensemble.



**LADY SHEAFFER  
LIFETIME FEATHERTOUCH  
ENSEMBLE \$12.25**

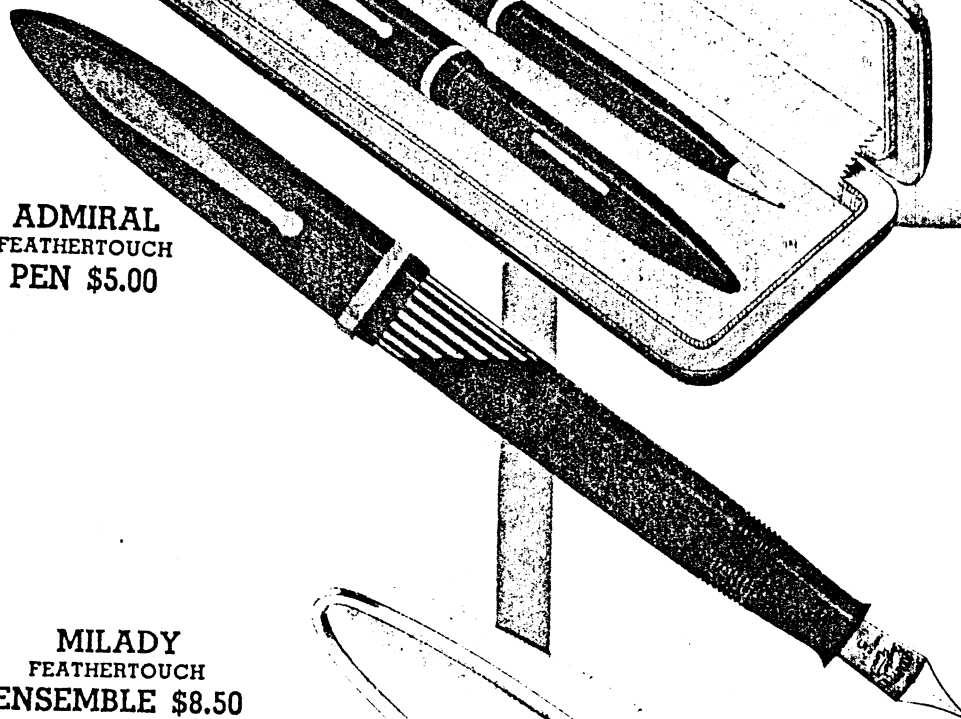
**LADY SHEAFFER  
LIFETIME FEATHERTOUCH  
PEN \$8.75**

### LADY SHEAFFER LIFETIME FEATHERTOUCH

Color	List \$12.25	List \$8.75	List \$3.50
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	LADAG	LADDI	LADMU
Golden Brown	KALUD	KABIN	KAFAR
Gray Pearl	RUDUP	RELRO	RIPNU
Marine Green	ELEBH	ECERL	EFOZH
<i>VisulATED--(Lever Style)</i>			
Black	LADCA	LADAB	LADMU
Golden Brown	KALIC	KABKO	KAFAR
Gray Pearl	RUCON	REMPU	RIPNU
Marine Green	ELACC	ECASK	EFOZH

# Feathertouch GIFTS

**ADMIRAL  
FEATHERTOUCH  
ENSEMBLE \$8.50-\$9.00**



**ADMIRAL  
FEATHERTOUCH  
PEN \$5.00**

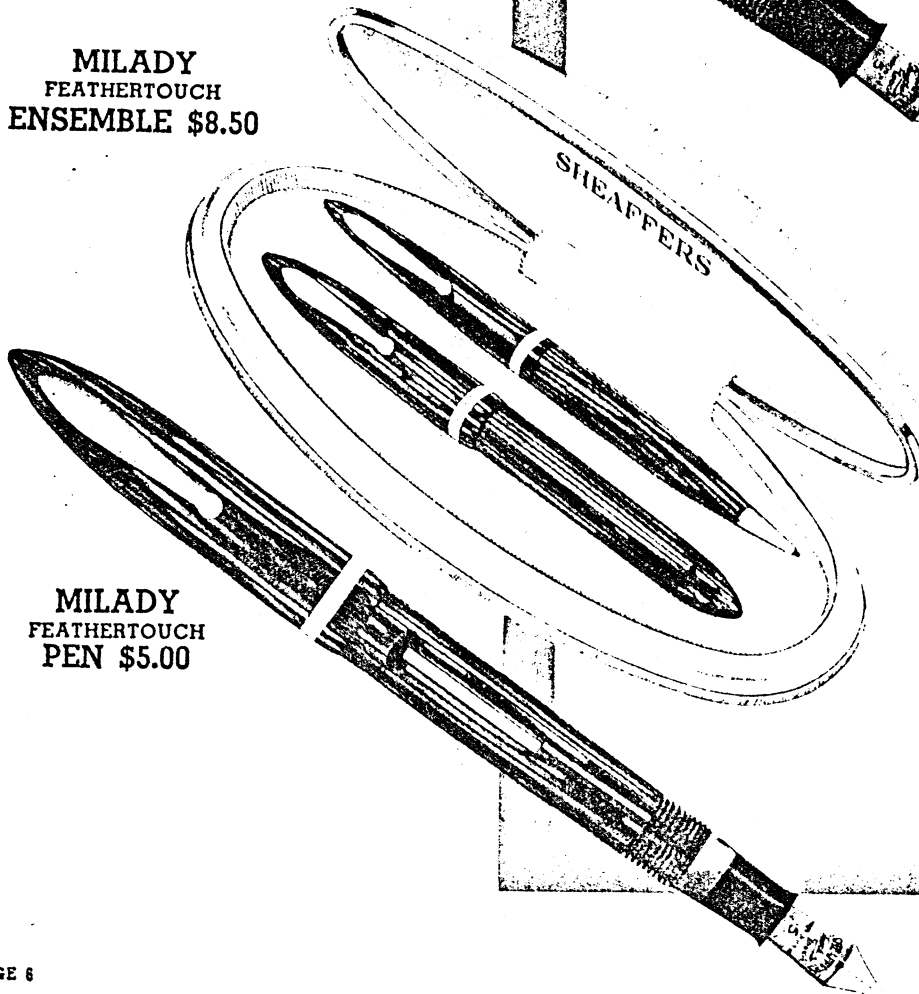
**FOR MEN AND WOMEN. IN-  
CLUDING THE 2-WAY-WRIT-  
ING FEATHERTOUCH PEN  
POINT AND FINELINE PENCIL**

Handsomely gift-packaged. Made in the streamlined Balance design that defeats hand fatigue. Equipped with the silken-smooth Feathertouch point that writes regular on one side, hair-line on the other perfectly, because of platinum in the tiny pen slit. Here indeed are supreme gift values.

## ADMIRAL FEATHERTOUCH (With Regular Pencil)

Color	List \$9.00	List \$5.00	List \$4.00
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	MVYDE	WABAB	BALCO
Golden Brown	KALAG	KACUR	KADUB
Gray Pearl	RUKET	REGNE	RISLA
Marine Green	EMERM	EDALP	EFECF
<i>Visuluted—(Lever Style)</i>			
Black	MSEZE	FIBAC	BALCO
Golden Brown	KALAF	KACEF	KADUB
Gray Pearl	RUFYR	REKMI	RISLA
Marine Green	EMASV	ECUMS	EFECF

**MILADY  
FEATHERTOUCH  
ENSEMBLE \$8.50**



**MILADY  
FEATHERTOUCH  
PEN \$5.00**

## ADMIRAL FEATHERTOUCH (With Shorter Length Pencil)

Color	List \$8.50	List \$3.50	List \$8.50
	Ensemble Code	Pencil Code	Ensemble Code
<i>One-Stroke Vacuum</i>			
Black	WUDEB	LVECE	MVIDE
Golden Brown	KALEG	KADYG	KALEF
Gray Pearl	RULIV	RIRMY	RUGAS
Marine Green	EMIMX	EFIBG	ELUTR
<i>Visuluted—(Lever Style)</i>			
Black	LADUI	LADJE	LADMU
Golden Brown	KALCO	KACOC	KAFAR
Gray Pearl	RUNUB	REDTY	RIPNU
Marine Green	ELOVL	ECONR	EFOZH
<i>Visuluted—(Lever Style)</i>			
Black	LADPE	LADGU	LADMU
Golden Brown	KALIN	KACIT	KAFAR
Gray Pearl	RUMOZ	REFSA	RIPNU
Marine Green	ELIWK	ECIPM	EFOZH

NOTE: For Pen Code see table above.

## MILADY FEATHERTOUCH

Color	List \$8.50	List \$5.00	List \$3.50
	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	LADUI	LADJE	LADMU
Golden Brown	KALCO	KACOC	KAFAR
Gray Pearl	RUNUB	REDTY	RIPNU
Marine Green	ELOVL	ECONR	EFOZH
<i>Visuluted—(Lever Style)</i>			
Black	LADPE	LADGU	LADMU
Golden Brown	KALIN	KACIT	KAFAR
Gray Pearl	RUMOZ	REFSA	RIPNU
Marine Green	ELIWK	ECIPM	EFOZH

# INEXPENSIVE GIFTS

... OF SHEAFFER QUALITY.  
14 KARAT GOLD-AND-IRIDIUM POINTS. STREAMLINED BALANCE ENDS FINGER FATIGUE.

The finest pens and ensembles in America at this price. Beautiful gift cases... Choice of one-stroke Vacuum or Lever fillers in all colors... Points are ground to Sheaffer standards of instant-writing smoothness... These matched sets contain the permanently sharp FINELINE pencil!

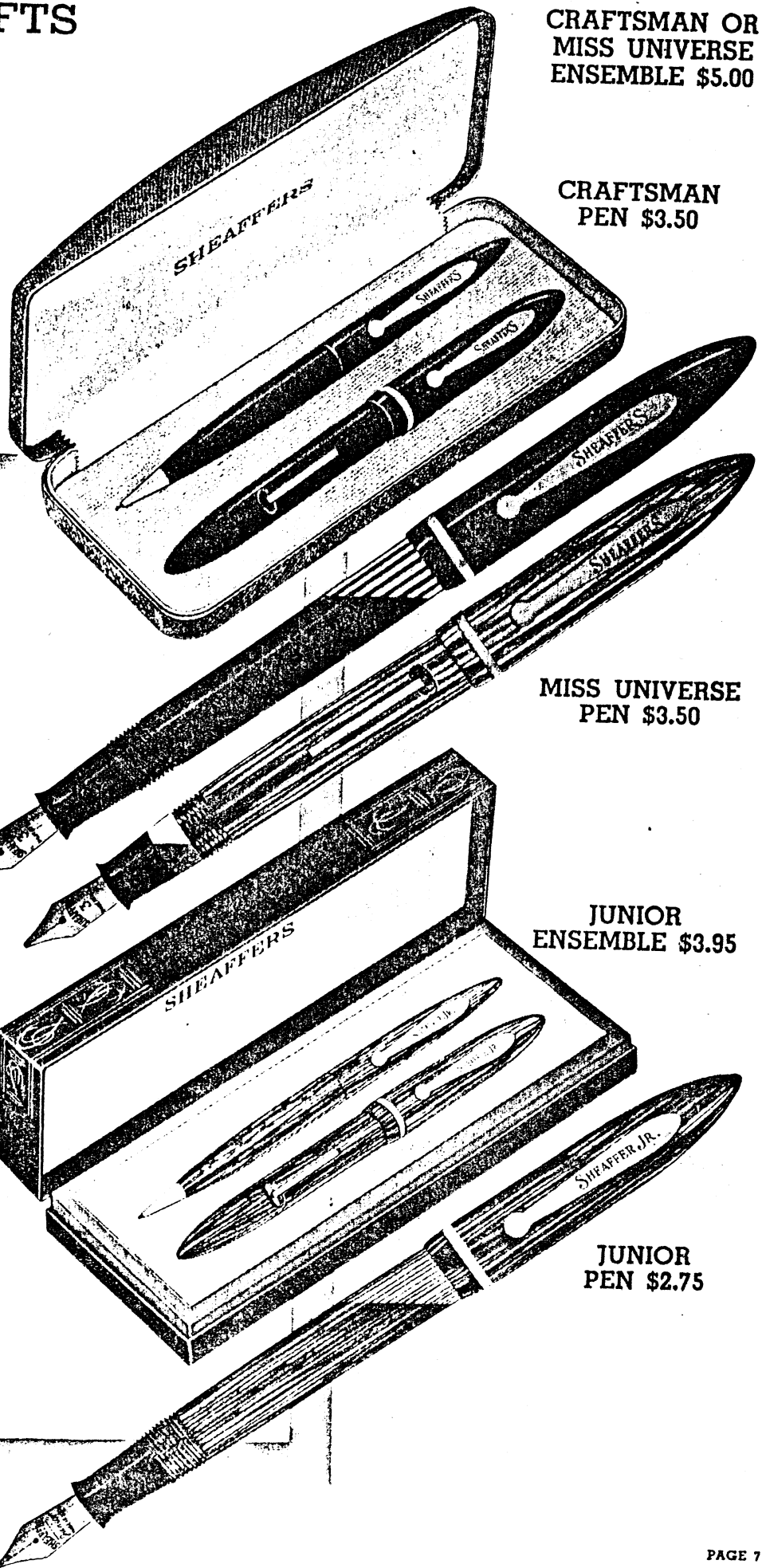
CRAFTSMAN OR MISS UNIVERSE ENSEMBLE \$5.00

CRAFTSMAN PEN \$3.50

MISS UNIVERSE PEN \$3.50

JUNIOR ENSEMBLE \$3.95

JUNIOR PEN \$2.75



## CRAFTSMAN STREAMLINED BALANCE

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	WUKAB	WUKIB	PIBCA
Golden Brown	KALUL	KADED	KAFES
Gray Pearl	RUTIG	RIVGI	RINRO
Marine Green	EHAPR	EDIHT	EFUXJ
<i>Visulated—(Lever Style)</i>			
Black	THAZY	TEBAC	PIBCA
Golden Brown	KALDI	KACEL	KAFES
Gray Pearl	RUPYC	RECZU	RINRO
Marine Green	EGOSM	EDERN	EFUXJ

## MISS UNIVERSE STREAMLINED BALANCE

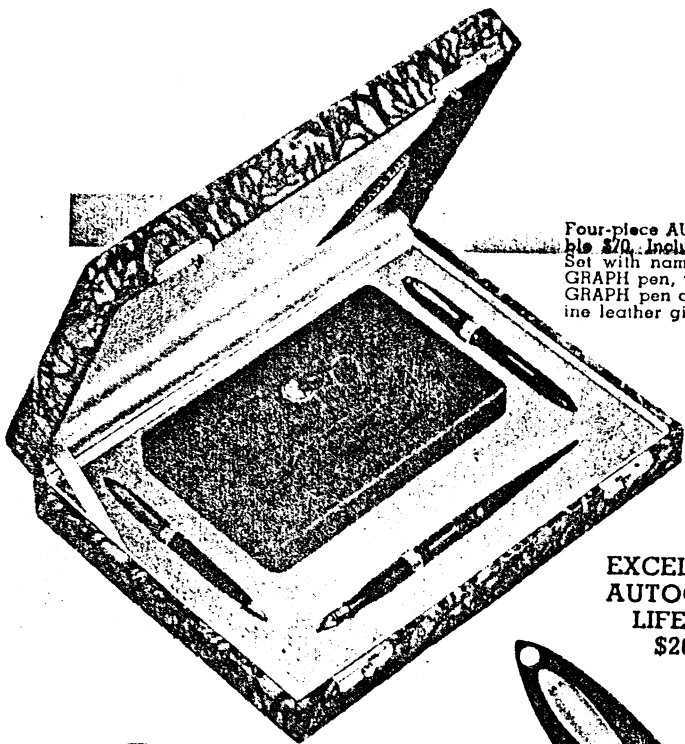
Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	WAPON	WAMOF	POBUZ
Golden Brown	WAPYR	WAMYH	KAFIT
Gray Pearl	WARET	WAPEL	RIMSI
Marine Green	WARIB	WAPIM	EGAWK
<i>Visulated—(Lever Style)</i>			
Black	LABAT	TEMUP	POBUZ
Golden Brown	KALRI	KADAT	KAFIT
Gray Pearl	RURAD	REBVO	RIMSI
Marine Green	EGURN	EDOGX	EGAWK

## JUNIOR STREAMLINED BALANCE

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	JAXOC	JATYM	JAVOS
Ebonized Pearl	JAXYF	JAVEP	JAVYV
Rose Glow	VOPRU	JAVIR	JAXAW
<i>Visulated—(Lever Style)</i>			
Black	THARO	TECAP	JAVOS
Ebonized Pearl	JAXEZ	JATOK	JAVYV
Rose Glow	JAXID	JATUL	JAXAW

# "HEIRLOOM" GIFTS

## DeLUXE LIFETIME AUTOGRAPH PIECES



Four-piece AUTOGRAPH Ensemble \$70. Includes Carrara Desk Set with nameplate and AUTOGRAPH pen, with pocket AUTOGRAPH pen and pencil in genuine leather gift box.

With owner's signature engraved in facsimile on the wide genuine 14K gold autograph bands, these strikingly handsome personal utilities may well be regarded as fine pieces of jewelry, to be handed on to succeeding generations. All ensembles are packed in rich, genuine leather cases. Perfect gift for weddings, promotions, anniversaries, retirements, birthdays, "gifts to the boss."

**EXCELLENCE  
AUTOGRAPH  
LIFETIME  
\$20.00**

*Joan Craig*

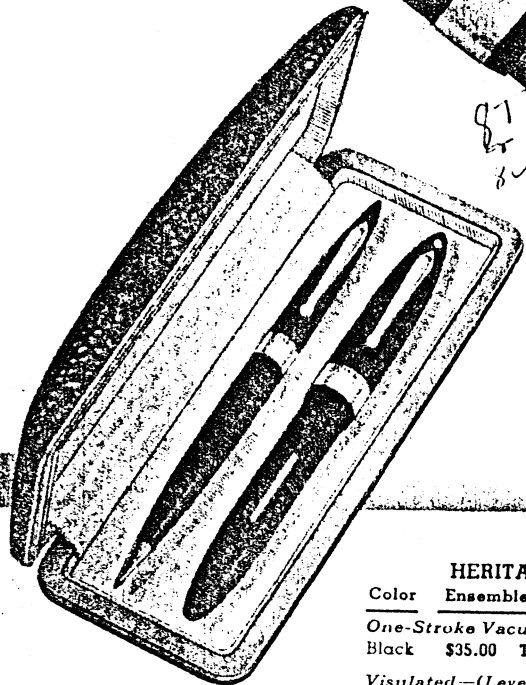


Specimen of Facsimile  
Signature Engraving

**LADY  
AUTOGRAPH  
LIFETIME  
\$18.00**

**HERITAGE  
AUTOGRAPH  
LIFETIME \$20.00**

All pieces have genuine 14K clips, bands, points, pencil tips, excepting VICEROY, which has 14K bands and gold-filled trim.



### HERITAGE AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	\$35.00 TAMYO	\$20.00 CADAB	\$15.00 BALNE
<i>Visulated—(Lever Style)</i>			
Black	\$35.00 TALVO	\$20.00 BALFA	\$15.00 BALNE

### LADY AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	\$30.00 TAMVY	\$18.00 CADIB	\$12.00 BAPLI
<i>Visulated—(Lever Style)</i>			
Black	\$30.00 KAFUZ	\$18.00 KAFYX	\$12.00 BAPLI

### VICEROY AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	\$25.00 BUDFO	\$16.50 BUDCA	\$8.50 BABUB
<i>Visulated—(Lever Style)</i>			
Black	\$25.00 TALSJ	\$16.50 BABAB	\$8.50 BABUB

### EXCELLENCE AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
<i>One-Stroke Vacuum</i>			
Black	\$35.00 TAMVU	\$20.00 CADEB	\$15.00 BALTO
<i>Visulated—(Lever Style)</i>			
Black	\$35.00 TALVY	\$20.00 BALBO	\$15.00 BALTO

### AUTOGRAPH ENSEMBLES:

HERITAGE \$35.00

EXCELLENCE \$35.00

LADY AUTOGRAPH \$30.00

VICEROY \$25.00

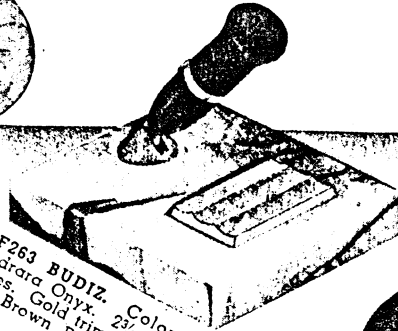
*5-14K-fundamentals (except lever pen)  
6-14K-fundamentals (except pen) ...*



# SUGGEST SHEAFFER'S AS GIFTS FOR THE HOME, FOR AWARDS, ANNIVERSARIES, BRIDGE PRIZES, ETC.



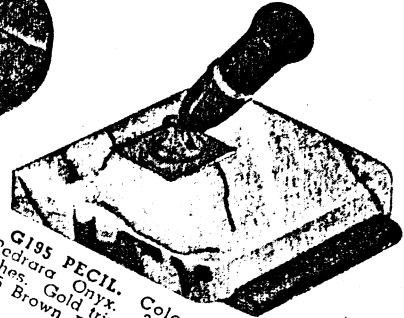
**G255 BUDWU.** Colored Pedrara Onyx. 3 1/2 inches dia. Peacock design. Gold trim. With No. 5 Pen \$7.50.



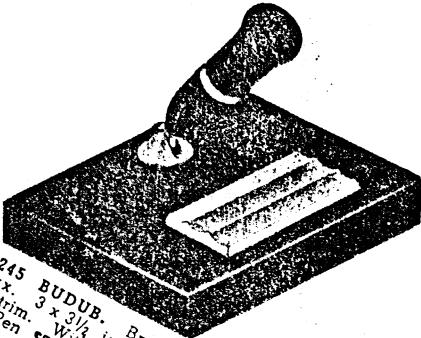
**F263 BUDIZ.** Colored Pedrara Onyx. 2 3/4 x 3 1/4 inches. Gold trim. With No. 3 Brown Pen \$5.00.



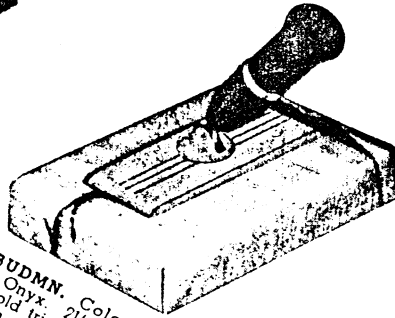
**G175 PECAH.** Brown Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.



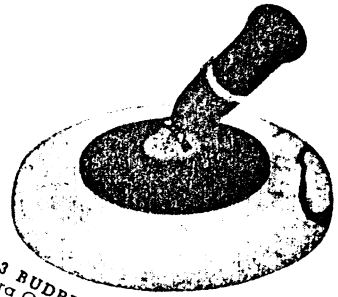
**G195 PECIL.** Colored Pedrara Onyx. 3 x 3 1/4 inches. Gold trim. With No. 5 Brown Pen \$7.50.



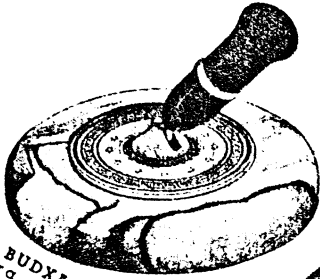
**G245 BUDUB.** Brown Onyx. 3 x 3 1/2 inches. Gold trim. With No. 5 Brown Pen \$7.50.



**F293 BUDMN.** Colored Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Brown Pen \$5.00.



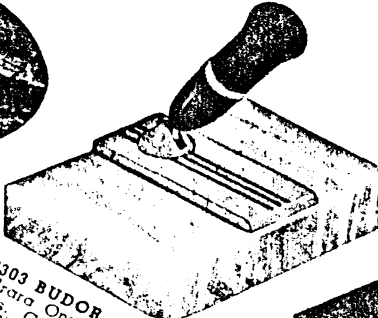
**F323 BUDRE.** Colored Pedrara Onyx. 3 1/2 inches dia. Brown disc. With No. 3 Brown Pen \$5.00.



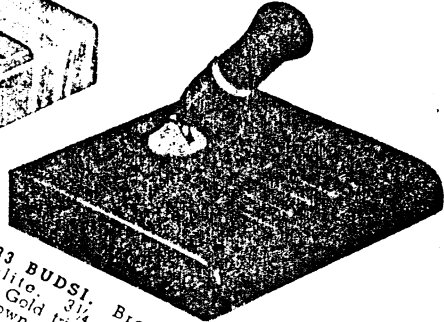
**G265 BUDXA.** Colored Pedrara Onyx. 3 1/2 inches dia. Etched design. Gold trim. With No. 5 Pen \$7.50.



**G285 BUDZE.** Brown Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.



**F303 BUDOR.** Colored Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Black Pen \$5.00.



**F333 BUDSI.** Brown Bakelite. 3 1/4 x 3 1/4 inches. Gold trim. With No. 3 Brown Pen \$5.00.

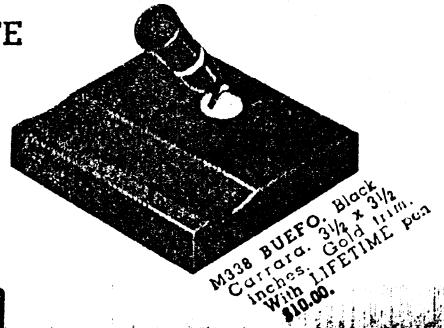
"F" Line desk sets also available with No. 5 Pen

Dot LIFETIME  
Rose sets also  
Marine White Dot  
Ebonize 20.

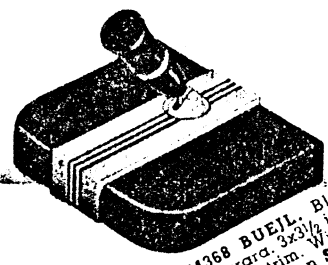
In the broad Sheaffer price and style range you'll find the perfect desk set gift for practically any gift occasion — Christmas, Birthdays, Graduations, Weddings, Confirmations, Mother's and Father's Day, and all the rest!

# ON EVERY GIFT OCCASION

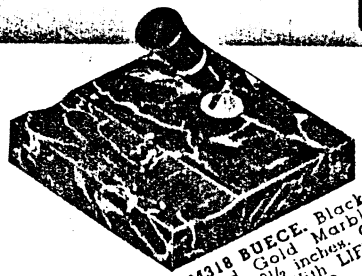
## A SHEAFFER'S DRY-PROOF DESK SET IS APPROPRIATE



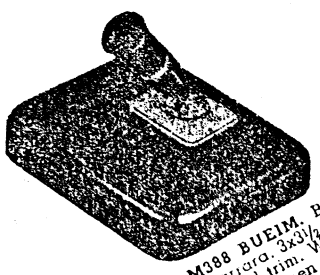
M338 BUEFO. Black Carrara. 3 1/2 x 3 1/2 inches. Gold trim. With LIFETIME pen \$10.00.



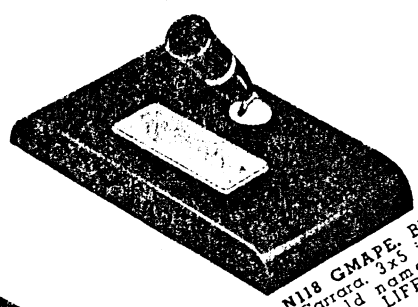
M368 BUEJL. Black Carrara. 3 x 3 1/2 inches. Gold trim. With LIFETIME pen \$10.00.



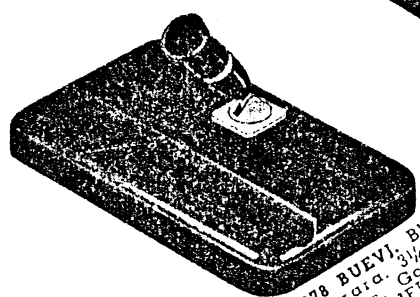
M318 BUECE. Black and Gold Marble. 3 1/2 x 3 1/2 inches. Gold trim. With LIFETIME pen \$10.00.



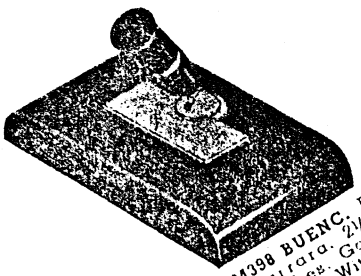
M398 BUEIM. Black Carrara. 3 x 3 1/2 inches. Gold trim. With LIFETIME pen \$10.00.



N118 GMAPE. Black Carrara. 3 x 5 inches. Gold name plate. With LIFETIME pen \$12.50.



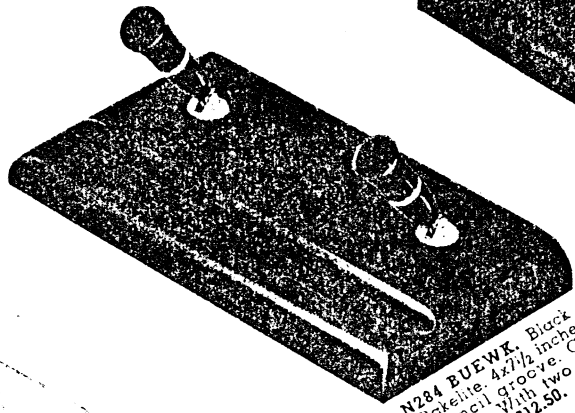
N278 BUEVI. Black Carrara. 3 1/4 x 5 1/4 inches. Gold trim. With LIFETIME pen \$12.50.



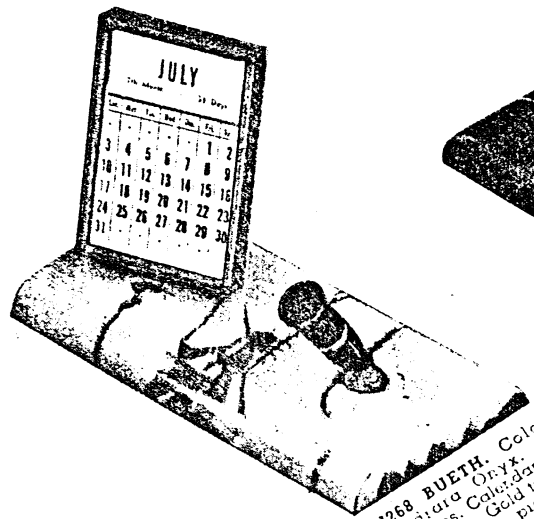
M398 BUENC. Black Carrara. 2 1/2 x 4 1/2 inches. Gold name plate. With LIFETIME pen \$10.00.



H238 BUFAB. Black Carrara. 3 1/2 x 6 1/2 inches. Chromium trim calendar. With LIFETIME pen \$15.00.



N284 BUEWK. Black Bakelite. 4 x 7 1/2 inches. Pencil groove. Gold trim. With two No. 3 pens \$12.50.



N268 BUEIH. Colored Pedarra. Onyx. 3 1/4 x 7 1/2 inches. Calendar. Gold trim. Attractive as picture frame. With Brown LIFETIME pen \$12.50.

Desk sets shown with gold trim LIFETIME pens also available with AUTOGRAPH LIFETIME pens, for facsimile signature engraving (see page 8) at \$8.00 additional per pen.

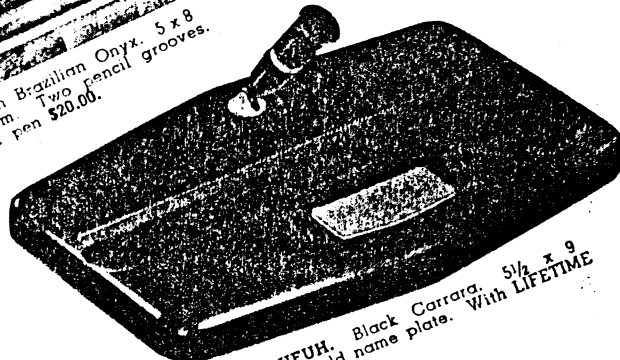
# SO MANY GIFTS ARE QUICKLY LAID ASIDE — BUT NOT THESE



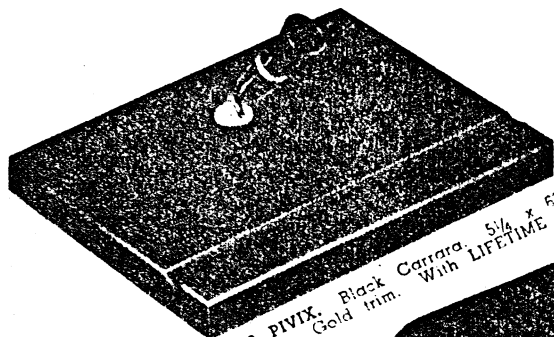
S298 BUFOR. Black Carrara. 5 1/2 x 9 inches. Gold name plate. With LIFETIME pen \$20.00.



S278 BUFI. Green Brazilian Onyx. 5 x 8 inches. Gold trim. Two pencil grooves. With LIFETIME pen \$20.00.



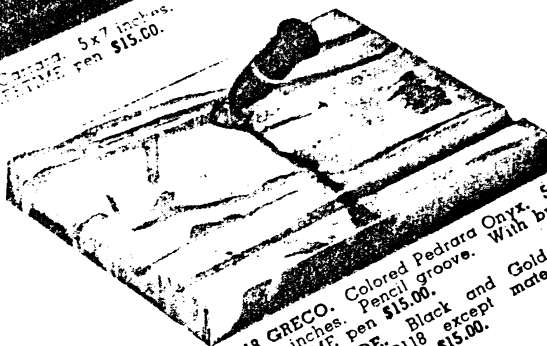
S308 BUFUH. Black Carrara. 5 1/2 x 9 inches. Gold name plate. With LIFETIME pen \$20.00.



R058 PIVIX. Black Carrara. 5 1/4 x 6 3/4 inches. Gold trim. With LIFETIME pen \$15.00.



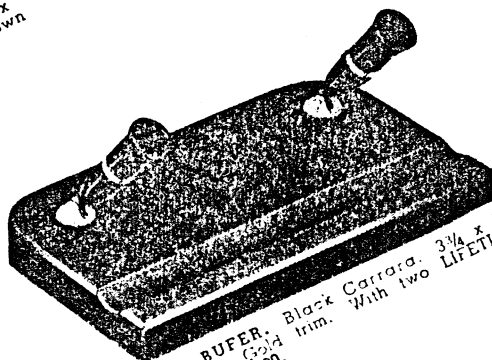
R168 PEWFO. Black Carrara. 5 x 7 inches. Gold trim. With LIFETIME pen \$15.00.



R118 GRECO. Colored Pedrara Onyx. 5 1/4 x 6 3/4 inches. Pencil groove. With LIFETIME pen \$15.00.



S289 BUFI. Colored Pedrara Onyx. 4 1/2 x 7 1/2 inches. Gold trim. With two brown LIFETIME pens \$20.00.

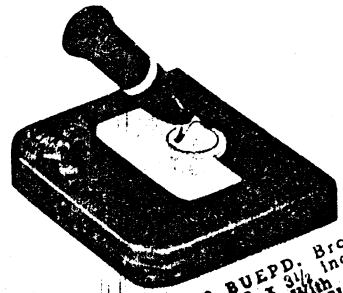


S249 BUFER. Black Carrara. 3 3/4 x 7 inches. Gold trim. With two LIFETIME pens \$20.00.

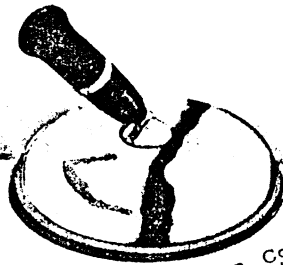
All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 8) at \$8.00 additional per pen.

# "SOMETHING TO REMEMBER BY"

— A LASTING SHEAFFER DESK SET



M408 BUEPD. Brown Onyx. 3 x 3 1/2 inches. Gold trim. With Brown LIFETIME pen \$10.00.



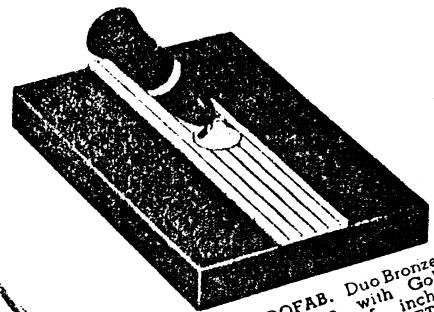
M358 BUEHR. Colored Pedrara Onyx. 3 1/2 inches diam. Gold trim. With Brown LIFETIME pen \$10.00.



M378 BUEKT. Brown Onyx. 3 x 3 1/2 inches. Gold trim. With Brown LIFETIME pen \$10.00.



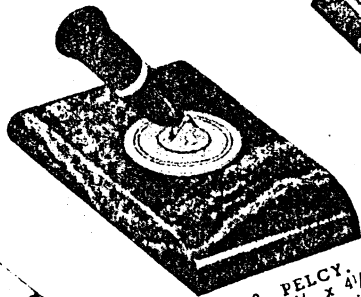
M348 BUEGU. Brown Onyx. 3 1/2 inches dia. Gold trim. With Brown LIFETIME pen \$10.00.



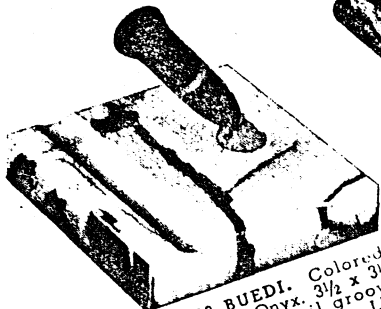
N238 DOFAB. Duo Bronze metal base with Gold trim. 3/4 x 5 inches. With Brown LIFETIME pen \$12.50.



N018 BUEZL. Colored Pedrara Onyx. 2 3/4 x 5 inches. Gold trim. With Brown LIFETIME pen \$12.50.



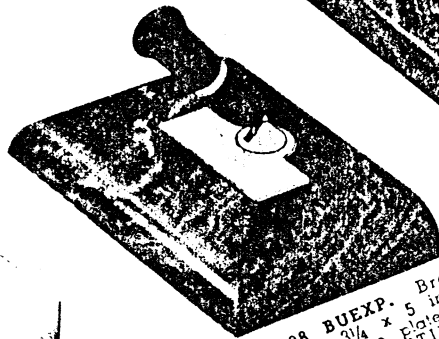
M258 PELCY. Brown Onyx. 2 1/2 x 4 1/2 inches. Gold trim. With Brown LIFETIME pen \$10.00.



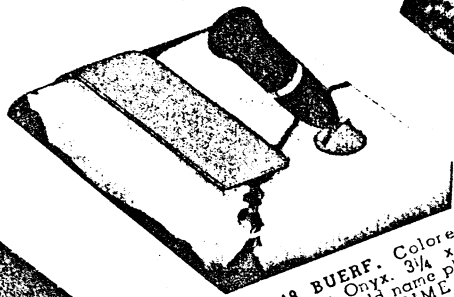
M328 BUEDI. Colored Pedrara Onyx. 3 1/2 x 3 1/2 inches. Pencil groove. Gold trim. With LIFETIME pen \$10.00.



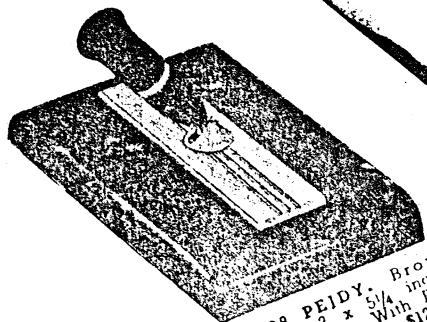
N258 BUESG. Brown Onyx. 3/4 x 5 inches. Gold name plate. With Brown LIFETIME pen \$12.50.



N298 BUEXP. Brown Onyx. 3/4 x 5 inches. Gold name plate. With Brown LIFETIME pen \$12.50.



N248 BUERF. Colored Pedrara Onyx. 3/4 x 5 inches. Gold name plate. With LIFETIME pen \$12.50.

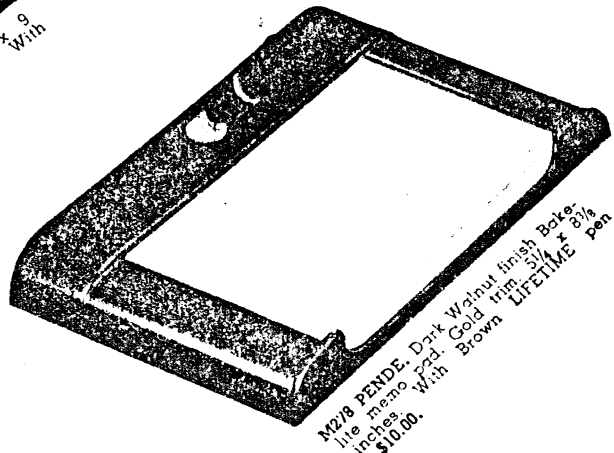
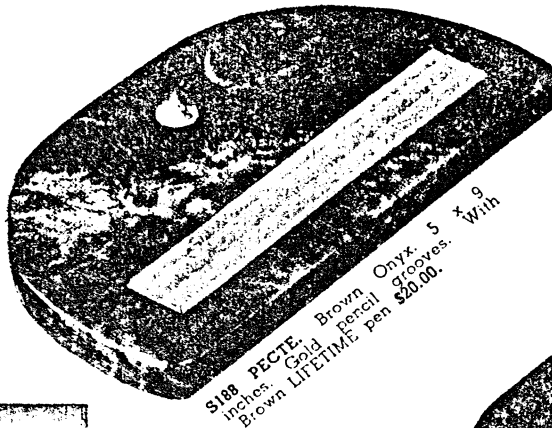
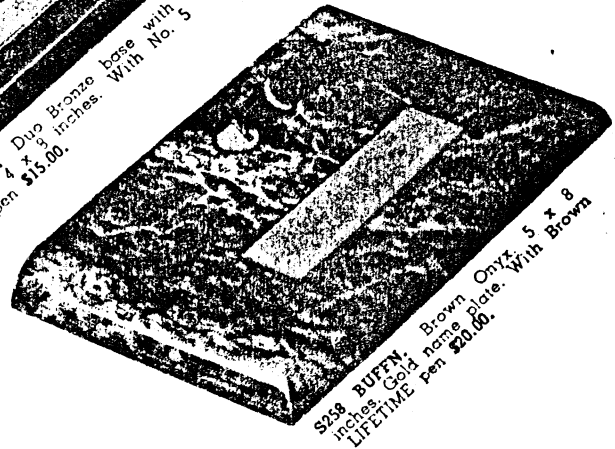
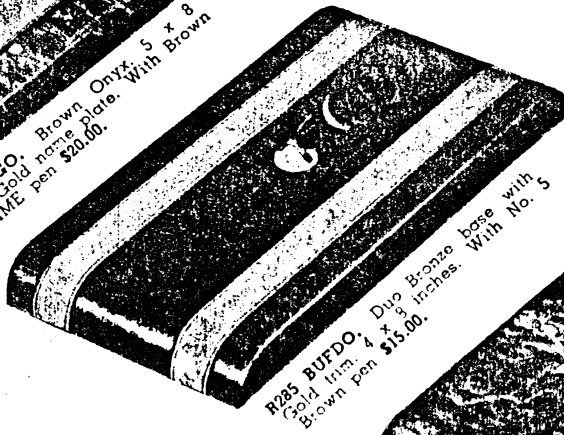
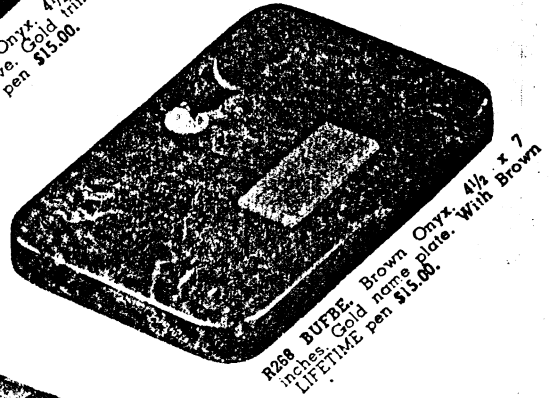
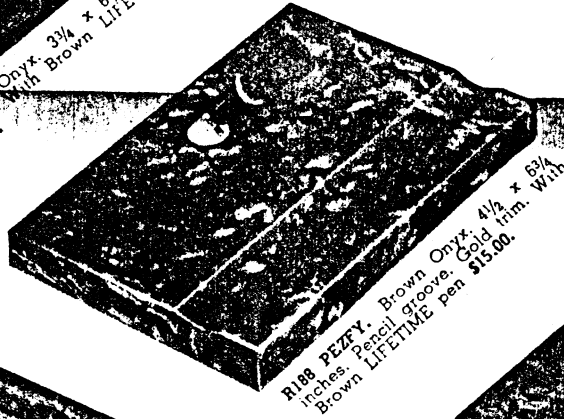
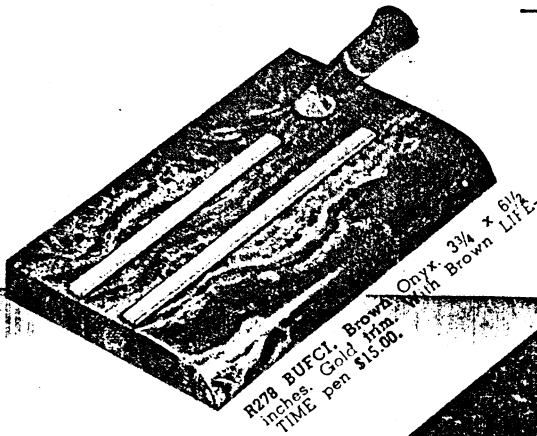


N208 PEIDY. Brown Onyx. 3 x 5/4 inches. Gold trim. With Brown LIFETIME pen \$12.50.

All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 8) at \$8.00 additional per pen.

# MAKE AN ENDURING IMPRESSION

— GIVE A SHEAFFER DRY-PROOF DESK SET



WHEN A GIFT IS GIVEN TO MARK A MILESTONE IN A BUSINESSMAN'S LIFE, IT IS ESSENTIAL THAT THE GIFT SHALL ENDURE. LIFETIME GIFTS ARE IDEAL; THEY ARE LIFETIME GUARANTEED.

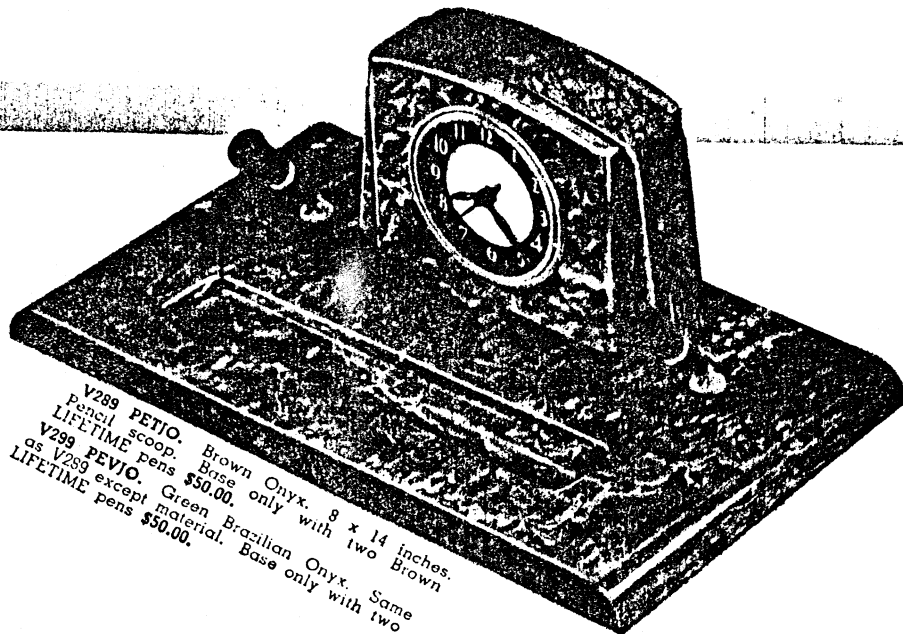
All LIFETIME desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 8) at \$8.00 additional per pen.

V289-572 GICFO. Base and clock combination as illustrated with Telechron Electric movement.\* With two Brown LIFETIME pens \$80.00.

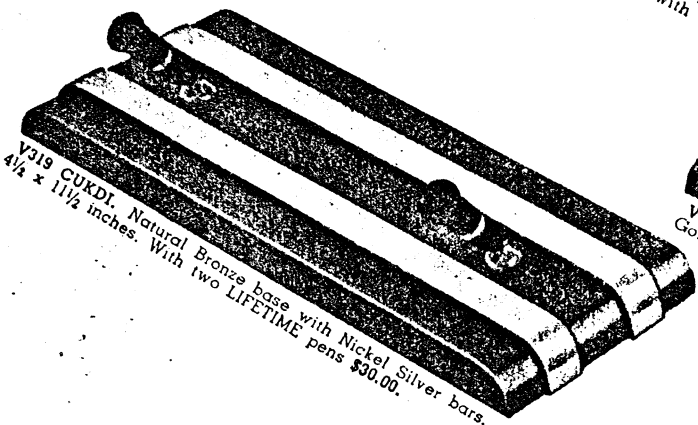
V299-570 GICHY. Base and clock combination with Telechron electric movement.\* With two LIFETIME pens \$80.00.

V289-582 GICEN. Base and clock combination with Seth Thomas 8-day movement. With two Brown LIFETIME pens \$75.00.

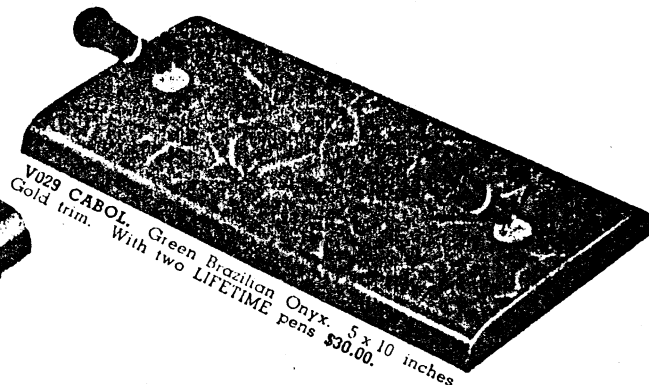
V299-580 GICGU. Base and clock combination with Seth Thomas 8-day movement. With two LIFETIME pens \$75.00.



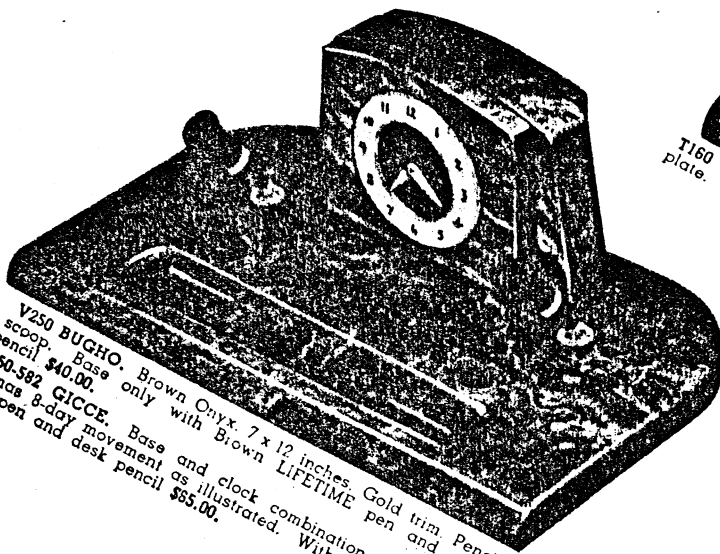
V289 PETJO. Brown Onyx, 8 x 14 inches. Pencil scoop. Base only with two Brown LIFETIME pens \$50.00.  
 V299 PEVO. Green Brazilian Onyx. Same as V289 except material. Base only with two LIFETIME pens \$50.00.



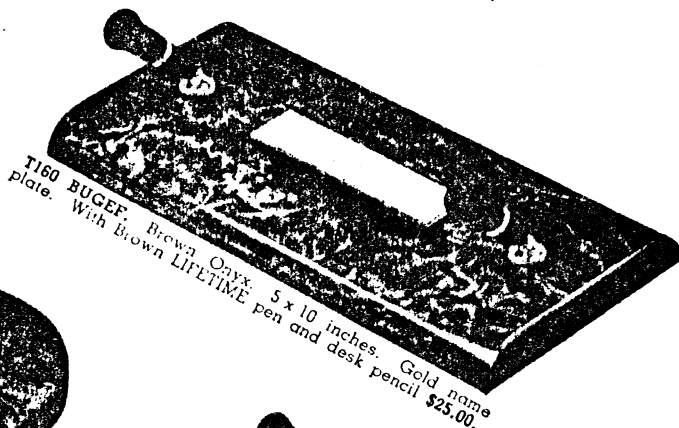
V318 CUKDI. Natural Bronze base with Nickel Silver bars. 4 1/2 x 11 1/2 inches. With two LIFETIME pens \$30.00.



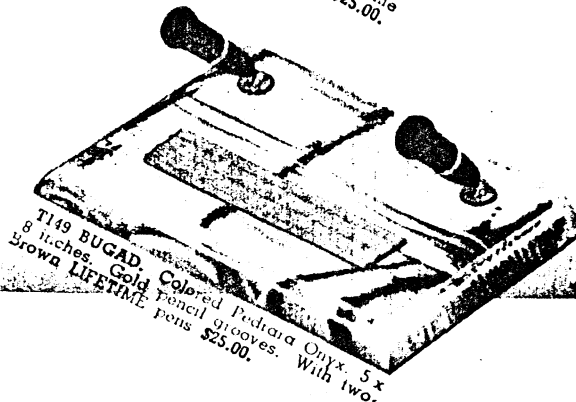
V029 CABOL. Green Brazilian Onyx. 5 x 10 inches. Gold trim. With two LIFETIME pens \$30.00.



V250 BUGHO. Brown Onyx, 7 x 12 inches. Gold trim. Pencil scoop. Base only with Brown LIFETIME pen and desk pencil \$40.00.  
 V250-582 GICCE. Base and clock combination with Seth Thomas 8-day movement as illustrated. With Brown LIFETIME pen and desk pencil \$85.00.



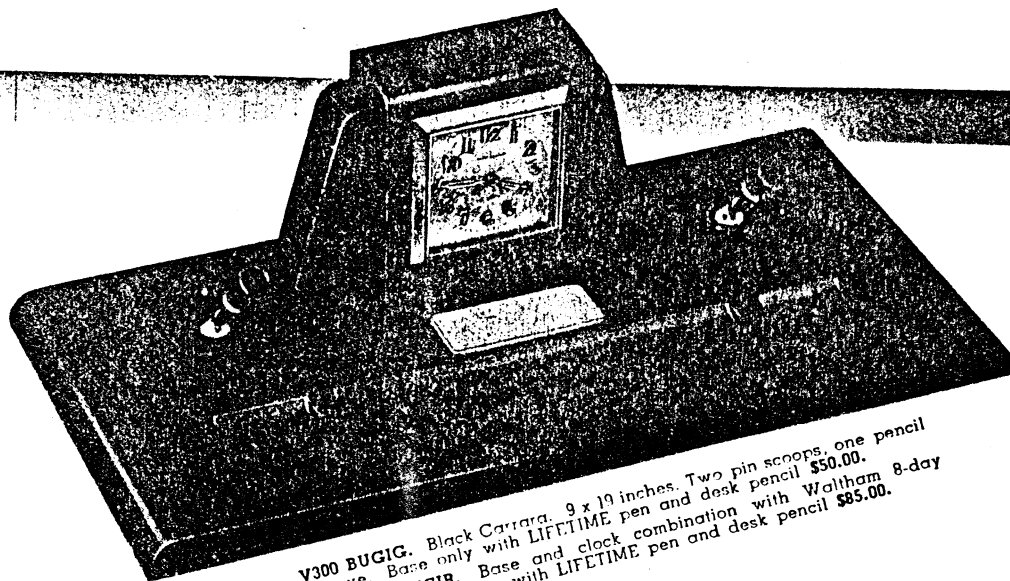
T160 BUGE. Brown Onyx, 5 x 10 inches. Gold name plate. With Brown LIFETIME pen and desk pencil \$25.00.



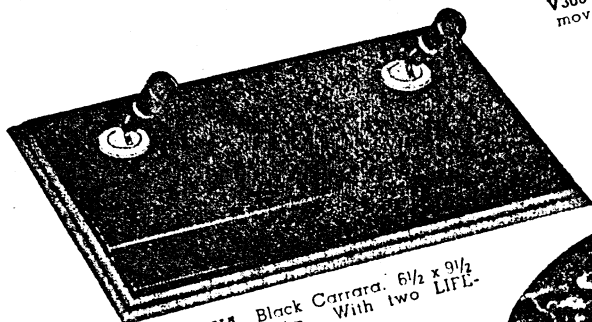
T149 BUGAD. Colored Pedra Onyx, 5 x 8 inches. Gold pencil grooves. With two Brown LIFETIME pens \$25.00.

SUGGEST SHEAFFER'S FOR EXECUTIVES'

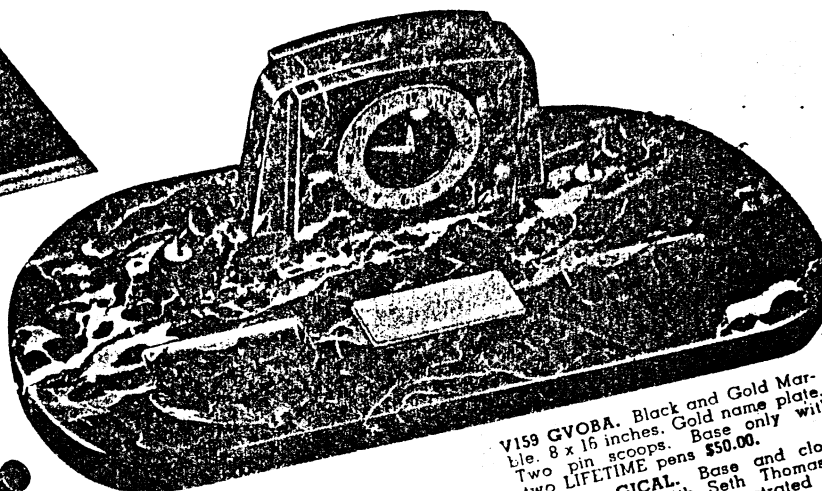
All desk sets on this page also available with AUTOGRAPH LIFETIME pens in facsimile signature engraving (see page 8) at \$3.00 additional per pen. \*Telechron Electric movement for 110 volt 60 cycle AC current only.



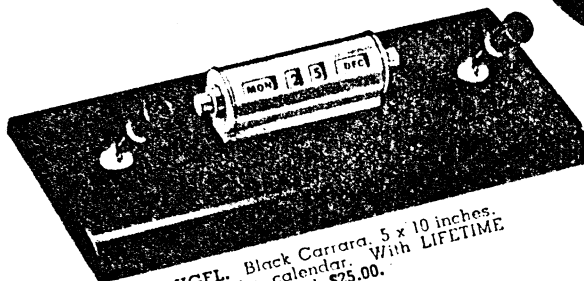
V300 BUGIG. Black Carrara. 9 x 19 inches. Two pin scoops, one pencil groove. Base only with LIFETIME pen and desk pencil \$50.00.  
 V300-567 GICIR. Base and clock combination with Waltham 8-day movement as shown with LIFETIME pen and desk pencil \$85.00.



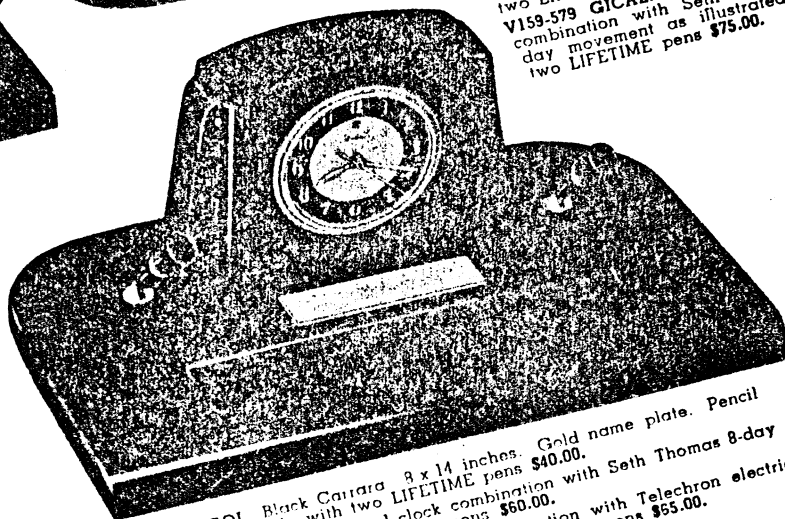
T119 GFENA. Black Carrara. 6 1/2 x 9 1/2 inches. Gold trim. With two LIFETIME pens \$25.00.



V159 GVOBA. Black and Gold Marble. 8 x 16 inches. Gold name plate. Two pin scoops. Base only with two LIFETIME pens \$50.00.  
 V159-579 GICAL. Base and clock combination with Seth Thomas 8-day movement as illustrated with two LIFETIME pens \$75.00.



T170 BUGFL. Black Carrara. 5 x 10 inches. Chromium trim calendar. With LIFETIME pen and desk pencil \$25.00.



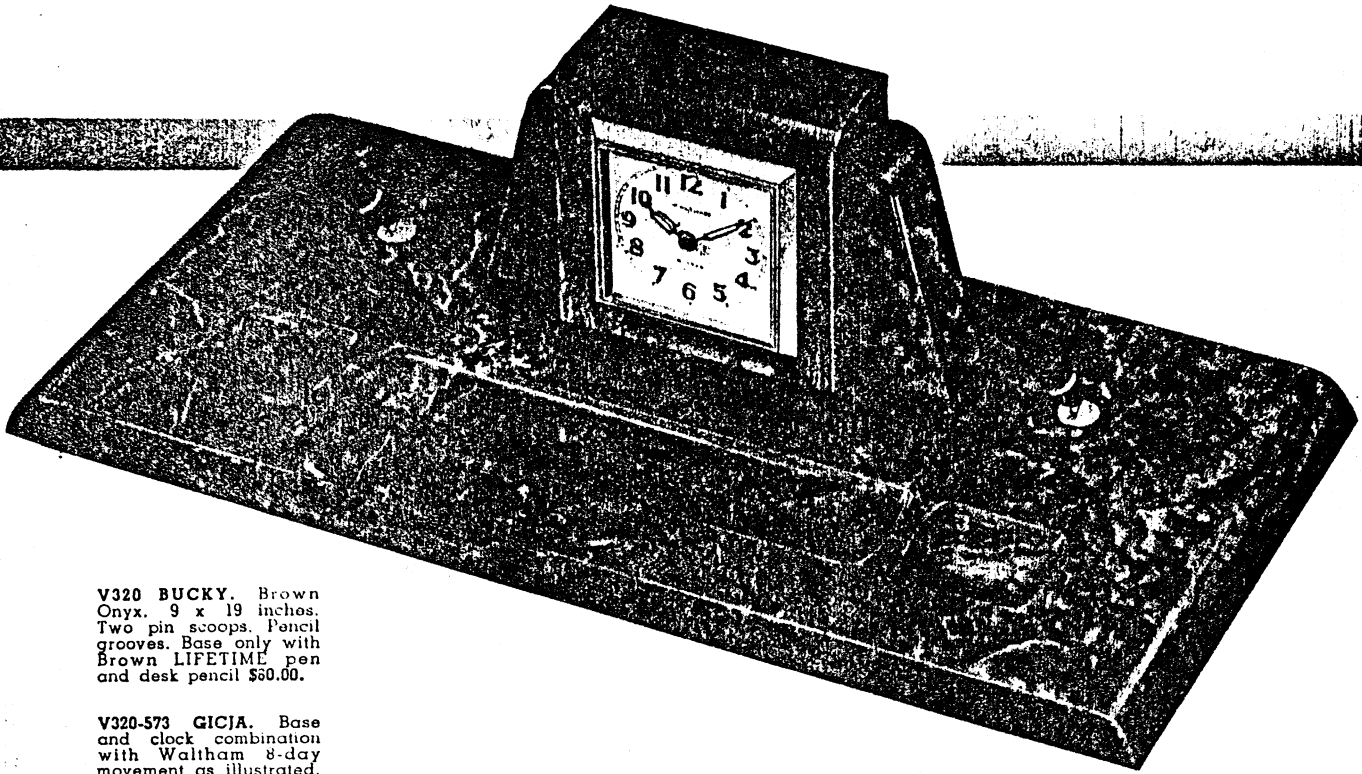
V339 BUGOI. Black Carrara. 8 x 14 inches. Gold name plate. Pencil scoops. Base only with two LIFETIME pens \$40.00.  
 V339-581 GICEL. Base and clock combination with Seth Thomas 8-day movement. With two LIFETIME pens \$60.00.  
 V339-571 GICLE. Base and clock combination with Telechron electric movement as illustrated. With two LIFETIME pens \$65.00.



T159 BUGGA. Black and Gold Marble. 5 x 8 inches. Gold pencil grooves. With two LIFETIME pens \$25.00.

## DESKS—FOR SPECIAL PRESENTATIONS

All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 8) at \$8.00 additional per pen. \*Telechron Electric movement for 110 volt 60 cycle AC current only.



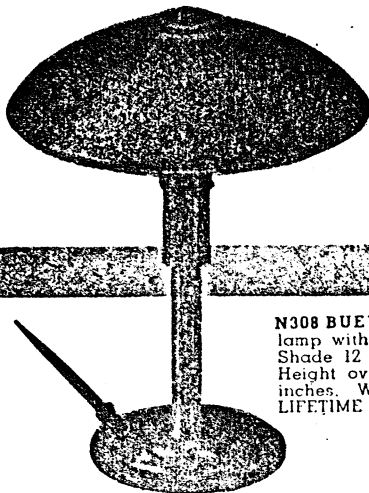
**V320 BUCKY.** Brown Onyx. 9 x 19 inches. Two pin scoops. Pencil grooves. Base only with Brown LIFETIME pen and desk pencil \$60.00.

**V320-573 GICJA.** Base and clock combination with Waltham 8-day movement as illustrated. With Brown LIFETIME pen and desk pencil \$100.00.

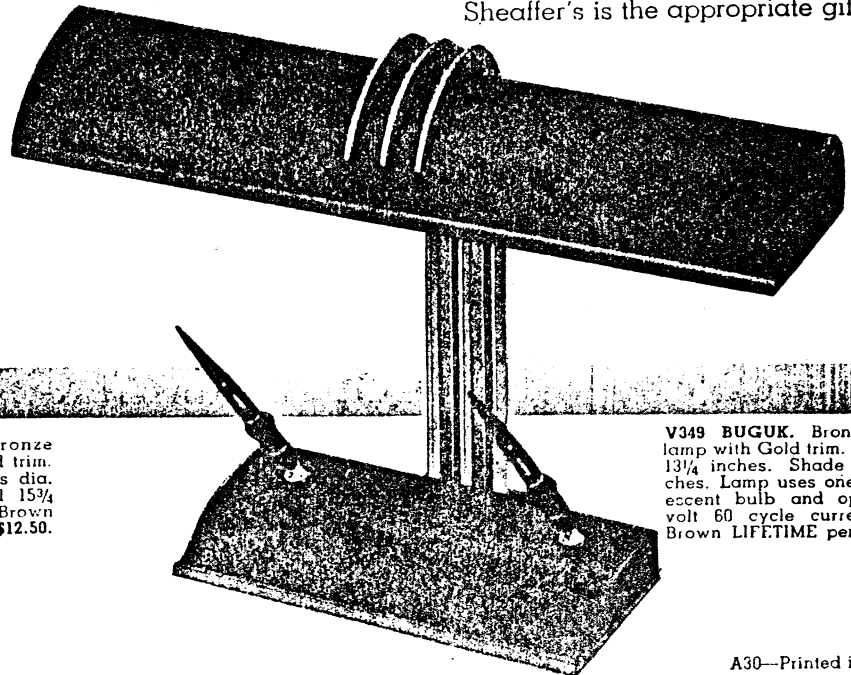
## SHEAFFER'S—THE GIFT THAT IS NEVER FORGOTTEN

Everybody gives gifts, and the very essence of giving is to give the finest and to give to last, in order properly to mark a fine and lasting sentiment. The world knows that Sheaffer's gifts meet all the requirements of satisfactory giving—and are thriffter to give than the finest in ANY OTHER gift classification. Whatever the occasion, Sheaffer's is the appropriate gift.

The bases and lamps on this page are also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 8) at \$8.00 additional per pen.



**N308 BUEYS.** Bronze lamp with Gold trim. Shade 12 inches dia. Height over all 15 3/4 inches. With Brown LIFETIME pen \$12.50.



**V349 BUGUK.** Bronze Fluorescent lamp with Gold trim. Height over all 13 1/4 inches. Shade 4 3/8 x 18 1/2 inches. Lamp uses one 18 inch F100 bulb and operates on volt 60 cycle current. With Brown LIFETIME pens \$60.00.



# Fineline

## IN WORKING TOGS THE SENSATIONAL GIFT—WHEN \$1.00 TO \$2.50 IS THE BUDGET LIMIT

To friends, customers, and the youngsters—to draftsmen, architects, engineers, salespeople, office people, students—FINELINE has proven to be the minimum-budget gift without equal. Where else can so much beauty and usefulness be had at so little price?

FINELINE pencils and leads have turned a new page in writing history. Cleaner carbons, liner and faster writing, smoother performance, are FINELINE'S contributions. The thinner, stronger FINELINE double-length leads have a 39% smaller writing point—hence are **PERMANENTLY SHARP**—the goal of lead-makers since pencils were invented!

FINELINE leads, double-length, come in Red, Black, Blue, Indelible—all strong, all writing a dense hairline, hitherto impossible with a mechanical pencil.

Back for Black Leads or Blue for Blue Leads \$1.00.

Red for Red Leads \$1.00.

Gold-Capped \$1.85.

Gold Center Section \$2.50.

SUGGEST A DIFFERENT-COLORED FINELINE PENCIL FOR EACH OF THE DIFFERENT COLORED LEADS USED.

Spiral-Grip ends finger fatigue—tends to keep pencil turning slightly in use, thus keeping point at maximum sharpness.

Color	Fineline in "Working Togs" \$1.00		Fineline in "Working Togs Dressed Up" \$1.85		Fineline in "Working Togs Full Dress" \$2.50	
	Symbol Code		Symbol Code		Symbol Code	
Black	LE	EVUBN	YLE	EVWAG	CLE	EVWEZ
Red	RE	EVUCR				
Brown	BE	EVUDX				
Green	GE	EVUFT				
Blue	TE	EVWIL				

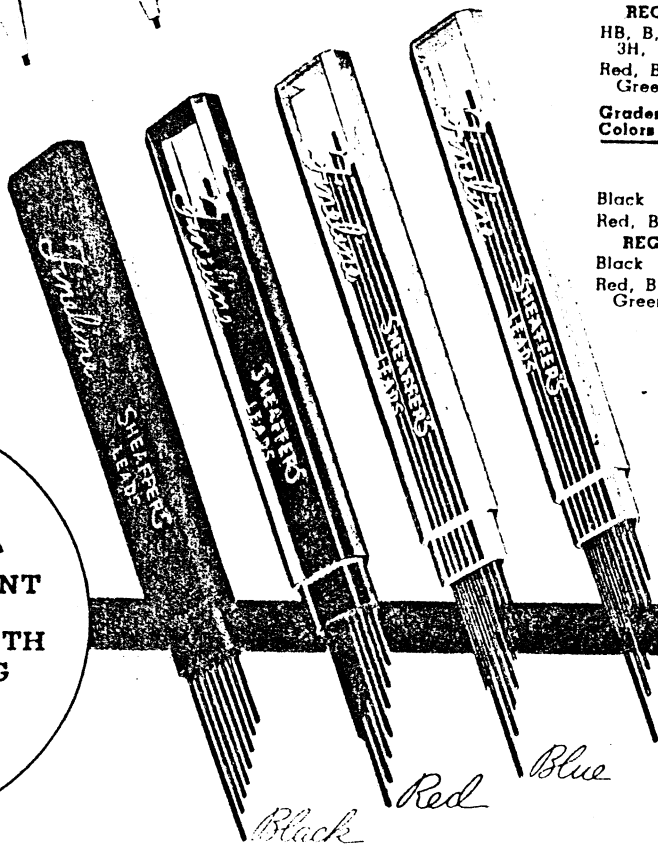
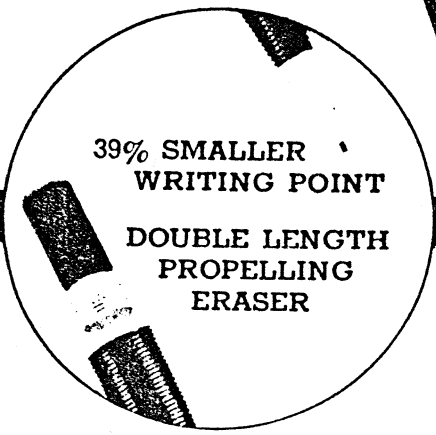
Grades & Colors	Sticks Per Box	Price	Sticks Per Box	Price
<b>FINELINE DOUBLE LENGTH LEADS</b>				
HB, F, H, 2H, 3H, 4H	18	\$ .25	8	\$ .15
Red, Blue, Indelible	12	.25	5	.15

<b>REGULAR LEADS 1 3/4" LONG, .046 DIAMETER</b>				
HB, B, 2B, 3B, F, H, 2H, 3H, 4H	25	.15		
Red, Blue, Indelible, Green	12	.15		

Grades & Colors	Sticks Per Box	Price	Sticks Per Box	Price
<b>INDUSTRIAL PACKAGE</b>				
<b>FINELINE DOUBLE LENGTH LEADS</b>				
Black (any grade)	144	\$1.25	72	\$ .65
Red, Blue, Indelible	144	1.75	72	.90
<b>REGULAR LEADS 1 3/4" LONG, .046 DIAMETER</b>				
Black (any grade)	144	.45		
Red, Blue, Indelible, Green	144	.75		

<b>ERASERS</b>		
Fineline Double Length LE (for LE Working Togs pencil)	Number in Tube	Price
	3	\$ .15
<b>REGULAR ERASERS (Standard Size)</b>		
R3	3	.10
R6	6	.15

Industrial Package	Number in Tube	Price
LE	144	\$2.50 Net
Regular	144	1.50 Net
Oversize	72	.75 Net



## SOUND VALUES AND DEALER PROTECTION

Through these last several years of upheaval, after so many individuals, dealers and large companies have put their trust in merchandise and in ideas of dubious value, and lost—we're all learning once more the lessons, the facts, that seemingly cannot change.

Two of those facts are: (1) Solid value, rightly priced and earnestly merchandised, will build business, create satisfied customers, and pay better than average wages to the people who make and the ones who sell. (2) It's up to dealers to protect themselves and their customers by featuring such goods.

When a store features Sheaffer's, it features the finest money can buy, in every price range. Supreme values to the customer, highest quality, soundest design and engineering, backed by 26 years of dealer protection and more than 10 million dollars in advertising, account for Sheaffer's leadership in the U. S. A.—for Sheaffer's lead in dealer volume and in public acceptance.